

# Strong, Grey Women

## Participant Information Sheet and Consent form

For older women, a lifetime of gender inequality can intersect with ageism to create significant inequalities. For example, older women are often portrayed in popular culture as greedy, stupid, grumpy, fussy, irritating, unattractive and unfashionable. This devaluing and disrespect drives inequalities including poverty, homelessness, violence and abuse.

The **Strong, Grey Women** project aims to raise awareness of gender ageism and gender inequalities for older women. Around 75% of Australian women dye their hair, this is unsurprising given women with grey hair can experience stigma, feel invisible and be viewed as less competent.<sup>1</sup>

The project is calling for 10 women (all ages), living in Victoria, to stop dyeing their hair for 12 months – and share their experiences to get conversations happening about gendered ageism and gender inequalities.

Women who participate will be supported to explore their strengths – and will be photographed and interviewed to document their experiences.

The aims of the **Strong, Grey Women** project are to help promote equality for older women by:

- Supporting women to identify and consolidate their strengths
- Raising awareness of gender ageism and inequalities for older women
- Raising awareness of the strategies to promote equality for older women.

### Project partnership

The Strong Grey Women Project is a partnership between Celebrate Ageing Ltd and Elder Rights Australia – and is supported by the Victorian Women's Trust.

### Who can participate

We are looking for 10 women aged (all ages), who live in Victoria, who currently dye their hair (to hide the greys) and are willing stop dyeing their hair for a year, to be photographed and interviewed to share their experiences.

We would welcome women participating in pairs or small groups – and the participation of women who are volunteers or in paid employment.

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<sup>1</sup> <https://www.tandfonline.com/doi/full/10.1080/08952841.2021.1899744>



### **Project team**

The project is being coordinated by Dr Catherine Barrett and Rochelle Beatty from Celebrate Ageing. If you want more information about the project, please contact the coordinators:

- Catherine Barrett: [director@celebrateageing.org](mailto:director@celebrateageing.org) or 0429 582 237
- Rochelle Beatty: [admin@celebrateageing.org](mailto:admin@celebrateageing.org) or 0458 795 553

### **If you decide to participate**

If you decide to participate, you will be invited to do the following:

- Email Catherine or Rochelle to book a time for an interview
- Sign the consent form at the end of this document and return it to Rochelle
- Stop dyeing your hair for a 12-month period
- Participate in an interview about your views on ageing, hair dye and ageism
- Have your photograph taken by a professional photographer
- Identify and celebrate your strengths
- Review interview notes and photos notes
- Give permission for your photographs and reflections to be shared with others.

### **How your information will be used**

Your photograph and words about your experiences will be shared publicly. Sharing will include social media, newsletters and webpages of the project partners. They may also be shared with the media.

Your image will not be used for any purpose other than the **Strong, Grey Women** project. Copyright and ownership of the portrait is retained by the photographer. The portrait provided is for your personal use only, it cannot be sold for profit or used for promotion in any context beyond the **Strong, Grey Women** project.



### **Confidentiality**

The information you share for the project will be shared publicly. If there is information you do not want shared with the public – please let one of the project coordinators know during the project gatherings.

### **Potential benefits**

By sharing your experiences publicly, you will help to raise awareness of the inequalities experienced by older women – and create momentum for change to promote equality and respect.

By sharing your strengths publicly, you will also help other women recognise their strengths.

### **Potential adverse consequences**

Women with grey hair report experiences of stigma, feeling invisible and being viewed as less competent. Your participation in the project may result in these consequences. It is important that you consider these consequences, particularly in the workplace.

To help minimise these adverse consequences we will work with participants to focus on strengths and protection against ageism.

### **What if I want to withdraw?**

Your participation is entirely voluntary, and you have the right to withdraw from the project and to ask that your photograph and story are not used in the project. You will need to inform us within a day of your image being taken.

There will be no adverse consequences, disadvantages or penalties if you decide to withdraw. Please notify Rochelle Beatty by e-mail or telephone that you wish to withdraw your consent.

### **What if I have any concerns or further questions?**

If you have any questions about this project, you can contact the project coordinators, using the details provided on the previous page.



# Strong, Grey Women

## Participant Consent Form

I (the participant) have read and understood the **participant information statement and consent form**, and I acknowledge the following:

I give Celebrate Ageing, Elder Rights Australia and the Victorian Women's Trust permission to use and publish my portrait and description in various locations, including their social media, webpages and media. I acknowledge the campaign partners will use the story for educational purposes.

I authorise the reproduction, exhibit, broadcast, electronic storage and/or distribution of the story I submitted at the discretion of the campaign partners and waive any right to compensation I may have of any of the foregoing. I release the project partners for any loss or damage resulting from the publication or misuse of the portrait and description I provide.

**Name of participant:**

**Signature:**

**Date:**

**Name of Project Facilitator:**

**Signature:**

**Date:**

**Please sign this consent form and return it to Rochelle Beatty  
by email: [admin@celebrateageing.org](mailto:admin@celebrateageing.org)**